



BOARD OF TRUSTEES

Public Retreat/Meeting

Minutes

July 11, 2019

A retreat/meeting of the Ocean County College Board of Trustees was called to order by Mr. Carl V. Thulin, Chair, at 12:12 p.m., on Thursday, July 11, 2019, in the Boardroom of the Administration Building on the College campus.

Call to Order

The announcement of public meeting was made by Mrs. Connie Bello in compliance with the Open Public Meetings Act of 1975. Notice of this meeting was publicized through a resolution adopted at the November 1, 2018, reorganization meeting and distributed as required by law.

Public Meeting
Announcement

Those in attendance were: Mr. Thulin, Mrs. Linda Novak, Mr. Stephan Leone, Mr. Frank Dupignac, Mrs. Joanne Pehlivanian, Mr. John Peterson, Mr. Joseph Teichman, Mr. Jack Sahradnik, Dr. Jon Larson, Executive Vice President of Finance and Administration Sara Winchester, and Mrs. Connie Bello, Assistant to the President and Secretary to the Board. Also in attendance was Mr. Matthew Giacobbe, the College's labor attorney.

Attendance

Miscellaneous

At 12:13 p.m., a resolution was adopted, upon unanimous roll call vote, to move into a closed session to discuss personnel matters, collective bargaining, and pending and anticipated litigation, the results of which will be released to the public when the need for confidentiality no longer exists.

Resolution
Adopted for
Closed Session

The public meeting resumed at 1:17 p.m.

Public Meeting
Resumed

Finance Committee

Upon unanimous roll call vote, the following resolutions were adopted:

Resolutions
Adopted

- To award a \$59,585 to Ellucian Company, L.P., Fairfax, Virginia, for the third year of a three-year agreement for Recruit SaaS (Software as a Solution) annual subscription for communication with prospective students at Ocean County College.
- To authorize the College President to enter into a Tolling Agreement with Blackney Hayes Architects, Philadelphia, Pennsylvania, pending resolution of two project claims through mediation, and to authorize College Counsel to initiate litigation should it be required.

Joining the trustees for the public portion of the meeting were Dr. Jerry Racioppi, Vice President of Student Affairs; Ms. Sheenah Hartigan, Director of Student Services; Ms. Jan Kirsten, Executive Director of College Relations; and Mr. Thomas Gialanella, Executive Director of School Relations.

Dr. Racioppi, Ms. Hartigan, and Ms. Kirsten discussed the encouraging outcomes being realized in turning student leads into student enrollment as a result of their marketing efforts. The ongoing marketing campaigns were described by Ms. Kirsten, who spoke of the target population for each of the campaigns as well as the ways in which each campaign is being publicized. Ms. Hartigan, in turn, reported to the Board the real-time statistics from each campaign, which included the number of online “hits,” actual inquiries, and subsequent enrollment.

Presentation -
Marketing and
Enrollment

The national lead-to-enrollment conversion rate is 8%; OCC’s rate is well above the national rate. This is a direct result of the pro-active, multi-modality, individualized outreach being utilized by the HUB through email messaging, telephone calls, and social media, at every step of the process, from inquiry through registration. The use of the HUB and Reggie makes this process unique to OCC. All of this is done in-house through Ellucian’s Recruit software, which allows the Student Services team access to all computer-generated inquiry and registration information.

Mr. Leone commended the group and everyone involved for the outstanding progress that is being made through this advanced and positive program, especially as it compares to the use of an outside vendor in the past. He inquired about the outreach to high school students and was pleased to learn that 14 of the 19 County high schools have agreed to participate in OCC’s Pathways to College program, which is also proving to be quite successful.

Mr. Gialanella then reported on the progress of the New Jersey Network for School Success. The OCC Professional Development Academy offers K-12 teachers and administrators various workshops throughout the academic year, some of which are presented by nationally-known speakers, on subjects including bullying, special education, disabilities, classroom management, and ethical leadership. The workshops have been well received and attended. Because the workshops are held at OCC, over 700 public school teachers have been exposed to the campus, many for the first time, and were justifiably impressed with the College’s facilities and programs.

Presentation -
New Jersey
Network for
School Success

New Jersey Learns is a professional development software program for teachers that is aligned with New Jersey Standards. The program will be reviewed in the fall, with a pilot beginning soon after. Mr. Gialanella noted that the presidents of other New Jersey community colleges have expressed interest in the program; a presentation will be given in the fall.

A STEM Steering Committee has been formed with the K-12 school districts to pursue the development of a STEM Academy. This program would bring high school students from the current school academies to the STEM Academy at the College for the opportunity to earn dual credit.

Some of the many other initiatives Mr. Gialanella reported on were the Early College Program, online professional development for OCC’s Egyptian partners, and ongoing dialogue

with the New Jersey Commissioner of Education to promote the importance of the program throughout the State.

The trustees expressed appreciation to Mr. Gialanella for the very positive relationships he is building with the County's public schools as well as for his efforts in expanding OCC's outreach.

The next meetings of the Board are scheduled for:

Meetings
Scheduled

Thursday, July 25, 2019	9:30 a.m.	International Programs Committee (As Needed)
	10:00 a.m.	Finance Committee
	10:00 a.m.	Bylaw, Policy, and Curriculum Committee (As Needed)
	10:30 a.m.	Buildings and Grounds Committee
	10:30 a.m.	Personnel Committee
	11:00 a.m.	Closed Session
	12:30 p.m.	Regular Public Monthly Meeting

With no further business or comments from the trustees or the public, the meeting adjourned at 2:15 p.m.

Adjournment

Respectfully submitted,

Stephan R. Leone
Secretary

Connie Bello
Assistant to the President